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The Times participates in future of Belleville

Belleville is on the move. The community is growing at a rapid pace and new industries and businesses are locating in our city.

Going hand in hand with this growth is a change in the attitude among the people living here. Citizens are becoming more and more interested in what's happening and a majority of our people are genuinely concerned with the issues affecting Belleville.

To help meet the needs of our growing community a new weekly newspaper, The Belleville Times, will be on the market in the near future.

It is our aim to participate in, and join, the progress that will evolve in Belleville's future.

We are young, imaginative and have a tremendous wealth of exciting ideas but we believe we have a responsibility to contribute to the spirit of progress as much as our respected elders.

The Belleville Times will be a weekly newspaper, published every Wednesday, and it is our intent to provide an entertaining and informative publication.

The format will be Belleville sibjects, Belleville people, Belleville business and happenings.

Belleville is a city on the move — a city with a most promising future.

Being in the publishing business, The Times will be publishing progress in our city.

BELLEVILLE Times

Belleville, Ontario *May, 1969* *962-3454*

Modern look achieved by offset production

Belleville gets a new look in newspapers with the birth of The Times.

The new weekly features practical, tabloid size layout and clear, clean reproduction of pictures and type.

It's makeup stresses readability and attractiveness using modern ideas advocated by the leading newspaper designers in North America.

The newspaper's difference comes from it's offset production– an adaptation of lithography which permits finer screened pictures and clearer reproduction of artwork.

Although the basic process is almost 200 years old, it's use by newspapers has caused a major revolution in the industry. Offset swept through the small daily and weekly field in the U.S. several years age and has since spread through Canada.

The Times is in pace with the offset trend throughout Ontario.

Because of the process, the new weekly will feature pictures. They've always been a major attraction for readers and offset's superior reproduction accents that interest.

Today's merchandising trend is to the neat, trim package. From perfume to breakfast foods, the one that sells best is the one with the best package.

The Times with its new, compact size is right in line.

Tabloids—the trade name for the Times size-have won reader approval all over North America because they are easy to handle.

Advertisers like the trim dimensions because their messages get better display. Smaller ads gain prominince, when campared with the overall page size, and full size display comes at much less cost.

The tabloid trend is evident--most regular size newspapers are publishing their special sections in compact dimemsions.

The Times also offers a significant number of new features for reader appeal. These include:

The narrower newspaper column designed for fast, easy reading;

"Downstyle" or decapitalized headings which conform to reader preferences. Capitals are avoided in display faces because they hinder eye movement across the page;

A half-pyramid pattern of ad placement which allows eye catching editorial display in the upper left hand corner and draws the reader into the advertisements.

The Times distinctive nameplate, combines the new and the old.

"Belleville" appears in a modern san serif type representing the city's progressive outlook and promising future.

The "Times", appearing in a modernized old English type face, represents the solid past and the responsible traditions of journalism.

Hold that animal...

Point Anne's Bobby Hull seems to be having difficulty holding this prize animal . . . but then again it's probably easier than holding some of his competitors in the NHL.

Both are prize winners

Zwicks Island keeps expanding

bringing NEW DIMENSIONS

in newspaper communication to the Belleville community

1

Compact, Convenient Size

TIME'S compact size offers many advantages both to readers and advertisers. The obvious one is convenience. Easily held even when spread out. It permits readers to get a full view of each page, without awkward arm-stretching. For advertisers this means no "lost" ads, buried under the folded half. Gives more prominence to every ad, regardless of size. And permits dominant display at economical cost.

2

Sharp, Clear Presentation

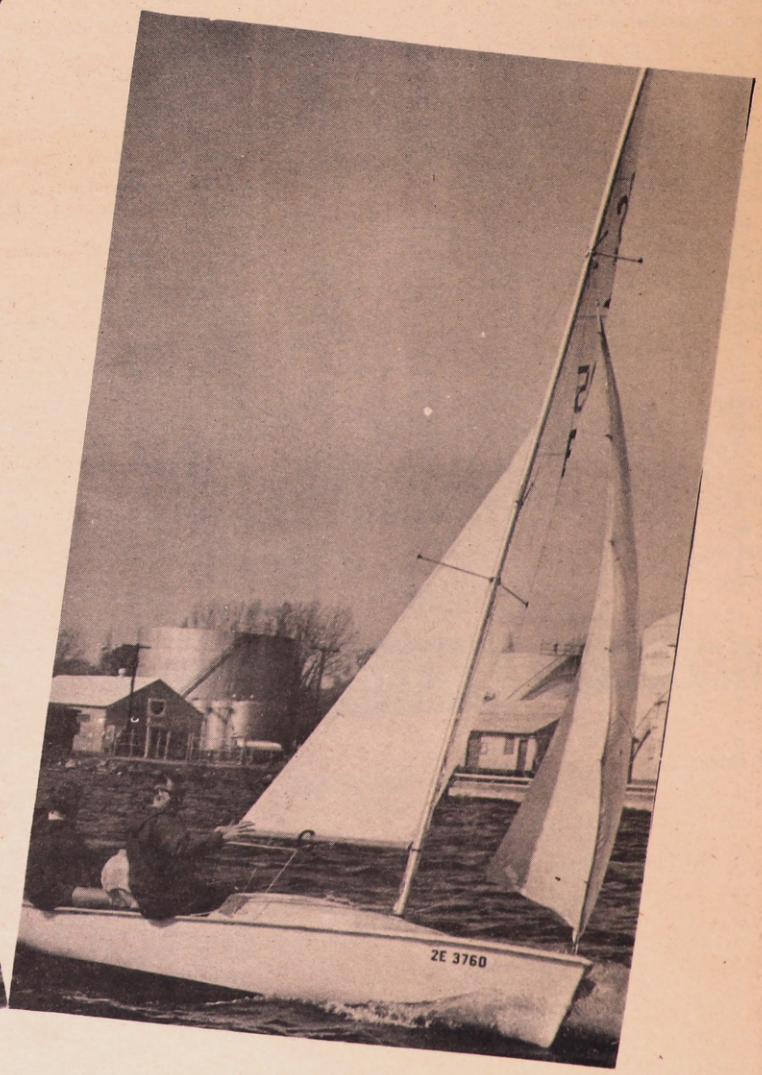
TIME'S printing is clear, full of detail thanks to the offset process now revolutionizing the newspaper industry. Pictures are brighter, more eye-catching. Artwork is faithfully reproduced to the last thin stock – there's no loss of edges or fading out. The TIME'S bright black printing eliminate dull motley grey areas which reduce the effectiveness of ads. It all spells attractiveness.

3

Easier-to- Read Format

TIME'S format is designed for readership, that all-important element in advertising media. Narrow columns speed reading. Elimination of capital letters in headlines permit rapid eye flow. The half pyramid style of make-up encourages concentration on each page. What's more TIME'S policy of all local and new pictorial-portrayal makes every page interesting and vital to the Belleville community.

Sailing Season Under Way



editorial

Times

Zwick's Park

A hideaway for residents who like to relax, read or enjoy the sun

From the publisher

There are strong and exciting reasons for the birth of the Belleville Times, many of which you will learn in the coming years.

Belleville is a city where things are happening and the future is one of great challenge and promise. We would like, if we can, to contribute to that growth and future.

Where's our axe? Sorry, because this may disappoint you – we don't have one.

We have no quarrel with The Intelligencer. It's an honest, traditional newspaper doing a job for it's community.

There's no personal animosity toward it's publisher or staff. We respect them--they've been in the profession much longer than we.

We're na ive enough to think there may be room for another voice in this community, another viewpoint might be helpful.

If it involves competition, that healthy–so our society purports to believe.

We have no illusions about replacing The Intelligencer. A weekly can't substitute for a daily newspaper in a city of this size. But perhaps we can provide a complememtary service in our own right. Weeklies are doing that in other communities this size.

Believe us, that's our aim.

It will take time to prove ourselves. In the meantime we'll be making mistakes, we ask for your tolerance, and patience in such instances, even if we don't always deserve it.

And we'd request your co-operation and assistance. We know the reluctance there is to accept something new–to support the unknown and untried. We're grateful to those who have already done so.

BELLEVILLE Times

Published by

BELLEVILLE TIMES

47 Campbell Street – Belleville, Ontario

Telephone 962-3454

Publisher - Roger Worth

policies

Controversial?

Should the Belleville Times be controversial?

Certainly it should, in a responsible way. That's what newspapers are for.

Frankly we're convinced controversy solves problems by airing their various aspects. You can't change the status quo without expressing opinions – even if they're not always right.

We want to express our viewpoints on community questions and to encourage others to do so.

We don't expect you'll always agree with ours – nor should you expect us to support yours, although we're prepared to listen, and to change our mind if you're convincing.

We'll be stating our opinions as much to make people think as to convince them that we're right. They'll be honest views however.

You won't like some of our opinions, we promise you, because we find it hard to conform. But we have a right, if not a duty, to say what we think and we'll exercise it.

We feel criticism should be constructive when it can be, but it can't always be. We consider attack can be constructive.

Distinctions are important in criticism, we've found. You can support a general objective but not necessarily the means. Or you can support the means but not the objective.

Sometimes people don't seek the difference, which often leads to misunderstandings. It may explain why we support a body, but not it's actions; why we may defend a person but not agree with his particular views on a given subject.

But if you're left with the impression that our main editorial concern is criticism, don't be misled.

We believe in pats on the back too.

And as for news?

The Times will try to prove by performance that it's reporting policies include:

*A lively interest in Belleville and the surrounding community;

*A presentation of news and features to the highest level of integrity;

*Responsible writing, including equal play provisions for corrections of errors, omissions or misrepresentation;

*A willingness to present all sides of a question – but not necessarily a commitment to give all sides equal space;

*Impartial, unbiased, objective reporting as far as that's humanly possible;

*A resolve to feature the good as well as the bad although the basic concept of news as "the unusual" won't make this always possible;

*Reservations of the right to campaign for what is good for the community, even where that may interfere with strict establishment;

*A genuine interest in achievement – either personal, group or community – and a desire to give credit for that achievement.

A weekly?

We're taking the positive approach. Weeklies aren't necessarily small time. There are notable ones – Time, Life and the Financial Post. And in Eastern Ontario we have the Oshawa Journal and the Ajax News-Advertiser.

Weeklies have something to boast about. Readership surveys show weeklies are more thoroughly read, have better "staying power" – they aren't used to wrap garbage so soon – and have an important element called believability because they're locally oriented and community based.

No sir, not a bit. The Times isn't ashamed to start out as a weekly. Even if we stay that way, we'll not feel inferior.

Pictures make your ads sparkle

Pictures jump to life in the Times. Using the new photo-offset process their sharpness and detail is the principle element of offset's attractiveness to the reader.

The Times will use news and feature illustrations to excite reader interest. It follows that advertisers too can use them to sell more effectively.

Because photographs sparkle with sell-ability, you can't beat them to catch the reader's eye. And they're inexpensive to use in the Times.

Photographs of your store, your merchandise or your staff will leave a lasting impression on the reader–buyer. He'll get to know you and your firm intimately.

Given sufficient advance notice, the Times will take pictures for you and use them with maximum effectiveness in your advertising.

Or if you're a shutterbug, take your own pictures. Just remember that the quality can only be as good as the original picture.

If your manufacturer supplies you with product photographs don't hide them in your catalogues. Use them in a Times ad where everyone can see them.

To get your imagination started here's a few ways you can use lively photographs to sell:

The exterior of your store can be used as a regular signature for your ads. Your store front will be recognized immediately when the reader comes to shop.

An interior photograph puts the customer inside your store at a glance. He becomes familiar with your layout and displays and gets the feeling he knows your store even before he enters the front door.

Sell yourself and your sales staff to readers. They like to deal with people they know and pictures provide recognition.

Think about the politicians you've come to know just through newspaper pictures. They can work for you too.

Show the superiority of your product, it's style or shape, through a picture because they "don't lie".

*Use pictures to get attention. Show Santa in your store at Christmas time. Show the season's new hats on top of your staff's smiling faces. Dress yourself up as an Easter bunny, a hallowe'en witch, or a St. Patrick's Irishman.

Picture ideas are limited only by your imagination. Open your mind to lively advertising in the Times to make your profit picture grow.

This smiling youngster illustrates the Times quality reproduction of photographs. Advertisers can expect similar results on the reproduction of any quality picture.

You can get the exact illustration

In addition to providing advertising art services, The Times opens up a great many other sources of illustrations.

The major advantage is that you can get the exact illustration of a product you want to feature. You don't have to be satisfied with fuzzy drawings that give only a general impression of the item.

The offset method used by The Times lets you use manufacturer's illustrations-let's you take advantage of the thousands of dollars manufacturers spend to depict their products in print–at little or no cost to you.

You don't have to insert "similar to illustration" in your ad in The Times.

You can use drawings or pictures, from catalogues, manufacturer's brochures, direct mail pieces, packages or labels providing they're reproduced in black and white.

You can use product illustrations or identification designs from clearly printed magazine advertisements and even newspaper clippings.

You can't infringe on copyright of course, but most manufacturer's are anxious to have their products displayed as often as possible.

Some color printing can be reproduced effectively, although you have to be careful in this area. Line drawings in reds, dark blues or greens normally come out clear and sharp in black and white, providing they are on a light background.

But process color–three or four colors shaded together as in color photography–can't be economically reproduced in black and white.

Consult your Times advertising salesman before you submit color art for reproduction.

Think of the versatility this advantage offers you as an advertiser. You have an almost unlimited source of illustrations and material to make your ads more effective, more realistic and more lifelike.

And it costs you nothing providing you don't need enlargements, reductions or reprocessing – and then the charge is only nominal.

So develop the habit of clipping and saving illustrations you can use in your advertising campaign. Don't throw away those manufacturer's bulletins if you can use the illustrations on them. Don't ignore those magazine ads of your products. You can use them.

Be right with the Times–use the modern offset method to put more sell in your advertising.

Modest charges

There's no charge for right size or pre-screened repro proofs or artwork. Nor for processing mats.

The Times photography services are free for half page or larger advertisements with a maximum of two pictures per advertisement.

For lesser size ads the charge is $2 for normal studio pictures or $4 for in-store or outside photos.

Miscellaneous charges: close cropped half-tones–$2; prints from negatives–$1; reverses screens and special effects for repeat ads or formats are free where the space charge exceeds $15.

Mats become a thing of the past

Advertising "mats" become a thing of the past–a nuisance really–when you use the modern Times.

All you need is the black and white proof of an illustration or an advertisement. It's that simple.

Reproduction proofs are best, but any well printed piece will do. Reproduction proofs are called "repros".

When your manufacturer sends you illustrations of ads available you don't send for mats–just use the illustration. It saves time and bother.

However if the illustrations are poorly printed you would be advised to write for "repros".

And we can trim'em, cut 'em, enlarge or reduce them to any size you want.

That does not mean we can't use mats if you already have them. We can, but it saves both you and us a lot of time and money just to use the printed illustrations.

?

Inquiries please call

962-3454

BELLEVILLE Times

Simple way to cut costs

We heard recently of a firm that cut its advertising expences in half and thus saved $65,000.

This saving enabled them, the next year, to call in half their sales force and retain a lot of money in salaries, commission and travelling expences.

In the following year they were able to lay off half their office force and factory employees, thereby cutting their payroll by 50 per cent and saving more than ever.

As a result of all these savings they were able to sell out to their leading competitor on his terms and therefore reduced their expences to nothing whatsoever.

Selling made easy. . .

Advertising with photographs is obviously the way to sell houses . . . especially with the quality reproduction methods used by the Times. The picture really creates impact in any advertisement.

Guide for the Times

Would you like to have a simple guide for your advertising?

Her's a set of Do's and Don'ts which give in a nutshell the philosophy of Clement hl. Watson, an advertising specialist of internation al experience and author of "The ABC's of More Productive Advertising."

Do's

1. Always say something in your advertising.
2. Pick out a simple, basic theme and repeat it over and over again.
3. Use simple everyday language...talk to your readers.
4. Give all the information that an interested reader would want to know about what you are advertising.
5. Talk in terms of the reader's interest, not yours and make sure he will understand every word.
6. Pick out the important things and make sure they stand out...keep everything else subordinated.
7. Tie together all your advertising efforts...window, store, direct mail and staff advertising in newspapers.
8. Gather the facts about your market, and study them thoroughly, objectively and realistically.
9. Make an organized study of the advertising of your competitors...what are they saying, how much are they saying, how are they saying it, how often are they advertising and how much do they use?
10. Put your local newspapers on your advertising team...it can help you in many ways.

Don'ts

1. Don't underestimate the impact of well thought out, informative and sustained advertising.
2. Don't try to "shout" or "oversell" in your advertising. Sincerity and simplicity pay off better.
3. Don't use worn-out, overworked, hackneyed cliches in your copy...or wise cracks ...or any terms that don't reflect you or your business.
4. Don't overcrowd or use too much heavy black type.
5. Don't fence in your message with needless heavy borders or use second rate or outdated illustrations.
6. Don't tell or order your readers what to do...let them take their action in their own way.
7. Don't try to reach everybody with your message. Aim to attract those who are most likely to buy.
8. Don't try to be clever, funny or smart in your advertising. Keep it simple and direct.
9. Don't expect "miracles" overnight.
10. Don't think you can get as much from a dime spent on advertising as your competitor can get from a dollar ...no matter how good your advertising may be.

Losing some??

Hundreds of thousands of dollars of co-operative advertising money, available annually from manufacturers for sales promotion through local newspapers are never used.

It seems that many retailers neglect to tkke advantage of their manufacturers' advertising allowances, thus denying themselves the added sales producing force that is there for the asking.

How many of your suppliers have an advertising allowance that you can use? How much of it are you using?

Caption important

Here's what Clarence H. Watson, internationally recognized advertising consultant, says about ad illustrations. Note particularly what he says about captions on pictures:

"Pictures add greatly to an advertisement's readability, and are in amny ways essential elements to the ad.

"But many advertisements especially in smaller community newspapers, economize on pictures to the degree that the picture actually hurts, rather than helps the advertisement.

"Photographs nowadays are not expensive in terms of the contribution they can make to the effectiveness of local advertising. Afew dollars invested in local pictures can pay off substantially.

"These should be changed frequently, for if the same ones appear too often, people will take them for granted. One can repeat the same message week after week...the same idea without danger of people getting tired of it, but the illustrations should be varied.

"Every picture should be pointed out with a caption or a bit of explanatory text. That's the very best spot for getting in a message in direct line with the story around which the advertisement is built.

"The big mail order houses have found the tremendous power that captions have in bringing illustrations to life...making them pull inquiries and orders.

"Yet in a recent survey of Canadian newspapers only about one advertiser in five had taken the trouble to run captions in connection with the illustrations used."

It means so much more when your potential customer can see exactly what you as a retailer want to sell him. An added bonus is an illustration of the product right in your store surroundings. You can use the Times photography service and take advantage of perfect offset reproduction.

BLINDING VALUES!

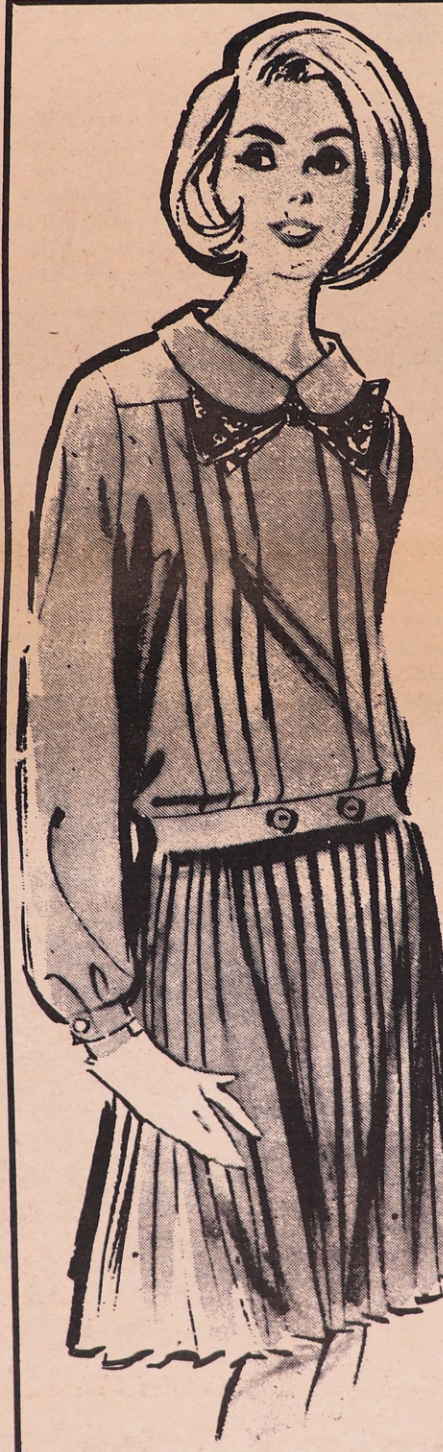
This Weekend Only

Brake Job

Come on in this Friday Saturday or Sunday have your brakes religned and a complete safety check for only.

$0.00

ANYONE GARAGE



THE NEWEST IN FASHION FOR FALL

Beautiful, fresh dresses like the one on the left in medium weight cottons for maxium comfort for the fall.

00.00

For the men

Be sure to come in and visit the MENS SHOP and see the handsome new selection of exciting fall clothes, the latest in styles and patterns.

00.00

Men's and Women's Clothes to Match Everyones Budget

USE YOUR CREDIT

NAME TOWN STORE

Score BIG

The Pass is

BLANKET COVERAGE!

of the City of Belleville

OVER 8,000

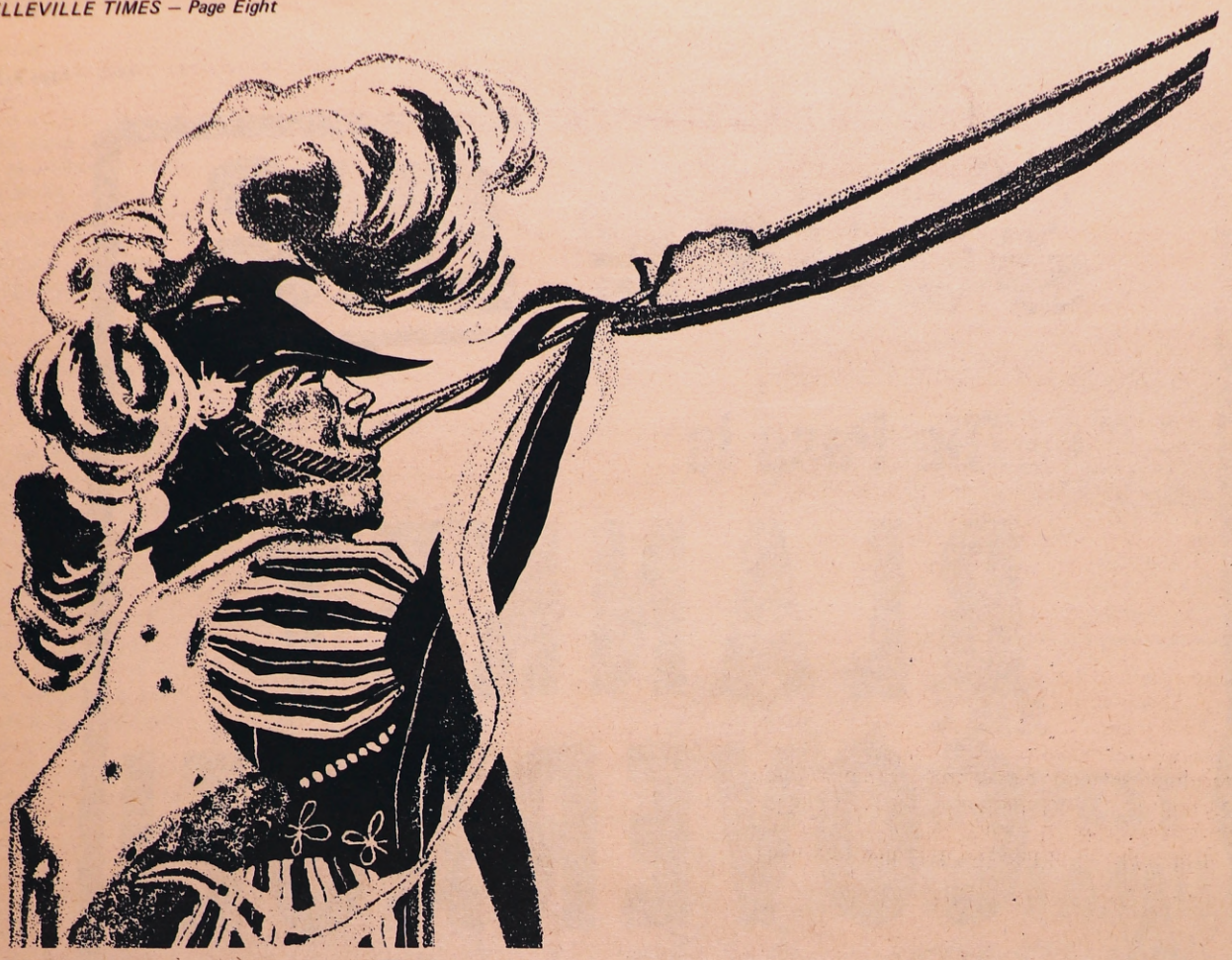
COPIES WEEKLY

Every Householder, Apartment Dweller throughout the City

MAKE THE

BELLEVILLE Times

Your Touchdown ZONE for Volume Sales and PROFIT



Be BIG about it!

Times new dimension gives you bigger display at less cost

ARE YOU A BIG SPACE BUYER?

Then you will be interested in just how little it costs to buy the big page in The Times. It's really reasonable on a modest volume rate. But you don't have to cut down on the effect — domination of your message remains complete. What's more readers don't have to fold back, turn down, hold at arm's length or spread out on the table that big page to get the full effect of your display. They can digest it comfortably in their arm chairs. It makes 'em much more effective.

MEDIUM MAN?

If you like the half or quarter page size then The Times compact size works for you too. First, it costs you much less to get the same dominating effect. After all a half page is 50 per cent regardless of the size you start with. Secondly — and you'll like this — readers don't have to fold The Times in half to see a special picture or headline at the top of the page. They'll take in the whole page, your part of it included.

LIKE THE SMALL SIZES?

Then you'll appreciate the new dimensions of The Times. Your ad will appear almost twice as large as in the ordinary paper. It can't get lost, it won't disappear. We hate to mention the cost factor again because it's beginning to sound like we're cheap. But we can't deny it...it is less expensive.

BELLEVILLE Times

Notice the variety of tones on this page. We used them deliberately to show you the kind of reproduction you get in The Times.